



Distribution Revolution

Strategic Asset Growth

2018 & Beyond

**Breaking Barriers in the
Mutual Fund Industry**



Wire House
Distributor Access



Limited Infrastructure



Marketing & Collateral
Expense/Half Life



Controlling Third
Party Messaging



Regulatory Requirements



Fund Performance



Focused/Surgical Strategy

3-5 Year Ramp Period to Access Wire Houses

retention **BRAND**
recognition
Limited Sales Resources



Why?

Your fund performance is strong. You have a track record and you have all the tools to grow...

Yet investors aren't coming forward? Why can't they find you? Why don't they know your brand?

How do you find them and in what markets? Where is the next generation investor and what are they looking for from a boutique fund?

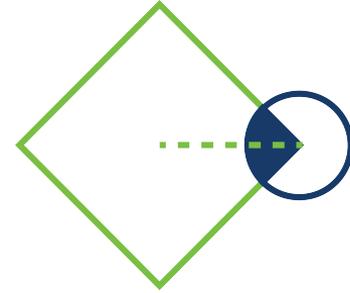




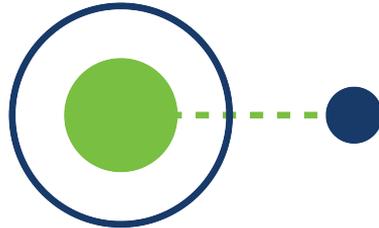
Strategic Planning



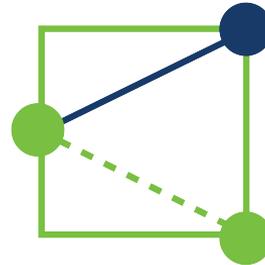
Marketing



Collateral Design
/Development



Fund Distribution



Social Media Planning
& Management





Goals and objectives Setting specific goals to increase assets under management.

Target market and accessibility Understanding who your existing clients are and why they choose to give business to your firm will help you to find new prospects likely to sign on with you. Exploring social media as a way to reach a target audience specific to your firms capabilities is at the forefront of future asset growth today while keeping costs of acquisition low.

SUPPORT

Pricing and share class Most fund flows are coming into no-load, load-waived, and I shares. Be sure your share classes' match what your ideal clients would buy. Also, align your fees with your competition. Focus on the expense ratio of competing funds that are selling.

Story What is your firm's narrative? How are you viewed in the marketplace and what can you be doing to strengthen your story.



Key accounts Many smaller firms lack team members who are dedicated to working with the gatekeepers of the various firms and databases. As a result, no one is in charge of understanding your top competitors on the platform or seeking opportunities to gain visibility.

Sales teams There are many sales team models that include internals who set up meetings and provide support, externals who travel to meet with advisors, and hybrids who perform both internal and external roles. Compensation and management of your team must be strong focal points.

Customer relationship management One of the best ways to turn contacts into producing relationships is by using a CRM database. You can also integrate your sales aggregation data into your CRM to keep track of sales flows.

Content creation Develop commentaries, proprietary research, white papers and shorter blog posts that will interest your audiences. Videos are also becoming a popular method. Post content on your website or on other advisor sites; it can also attract news media and be used by sales teams.





Media coverage Work with reporters that influence your target audience to create stories that feature your people, products and brand.

Website/Technology Design for the most effective delivery of information. Websites don't sell funds, but they do provide a portal to your capabilities. Fully optimized sites can be effective tools to drive organic search and generate new leads. Additionally, search engines now require constant content updates including photography and video.



*...\$250MM in sales
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Robert Mulligan's successful history within the mutual fund community spans 25 years. His most recent experience as President of Mirae Asset Global Investments included the launch of a unknown brand and product within the US where he created \$250MM in sales in four years and catapulted the product into wire houses.

Previously, he worked for GE Asset Management as Director of National Accounts managing the national account, national sales and research analyst relationships with firms in the intermediary market.



Bob led efforts with marketing, general counsel, finance, portfolio management, operations and product management to identify, develop and execute a cohesive strategy for new business opportunities.

He built a wholesaling sales force within the AEGON/Transamerica system for the wire-house/regional distribution channel on the east coast and hired, coached, managed performance, and established sales goals for the team. He successfully grew the division of 11 wholesalers from \$100M annually to \$1B within 2 years. He began his career at Colonial Funds on the client service team, working his way up to external wholesaler.



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LET *DR* EXTEND YOUR REACH



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